BEGINNERS   DiscoveryResources

The email address, info@starklaw library.org really works! TRY IT!!

As one of the finalists in the "Favorite Legal Web Site" category of the 2004 TechnoLawyer @ Awards, The Legal Profession's Version of the Oscars,[1] DiscoveryResources.org <http://www.discoveryresources.org> is "where you will find the most up-to-date information, resources and news available about electronic discovery. Given the rapidly increasing importance of electronic evidence in litigation, DiscoveryResources.org offers much needed resources for legal professionals who seek to understand the many new technological and legal challenges associated with electronic discovery." [2]

Discoveryresource.org offers a full array of information for the legal industry, including:

- Latest News -- legal filings, court rulings and industry events
- Industry Articles -- insights on electronic discovery, litigation readiness and discovery response processes
- Research Topics and Links -- Research articles and resources related to the discovery process
- Law Blogs Links
- Legal Events, Shows and Conferences -- the latest dates, locations and events taking place in the legal industry
- Newsletters & Mailing Lists --

Discovery resource.org "is the only online resource portal solely focused on delivering the latest legal news, events and information on electronic discovery."

Links to industry newsletters, news groups and mailing lists. [3]

[It] is the only online resource portal solely focused on delivering the latest legal news, events and information on electronic discovery. The web portal was founded to provide the most up-to-date information on e-discovery, educate legal teams about the broadening scope of electronic evidence and its essential role in litigation, and help legal professionals evaluate relevant technological and legal issues associated with electronic discovery. [4]

Another good website is the EDD Information Exchange at <http://www.eddixllc.com/public_ home.asp>. The EDDix Group is a new company organized to "provide independent research, analysis and reporting on the Electronic Data Discovery (EDD) marketplace." Electronic document discovery is "a booming market, and these folks want to be the people who help you keep up with it -- the trends, the vendors, the whatnot... It's an intriguing project, with what promises to be an off-the-beaten-path approach to 'keeping an i on all things e-d-d 4 u.' Well worth a look." [5]

INTERMEDIATE   VoIP - What IS It?

> **"When one of the largest electronics retailer[s] chooses to go VoIP, you know the switch is on."**

What is VoIP? The Webopedia offers the following explanation:

> A category of hardware and software that enables people to use the Internet as the transmission medium for telephone calls. For users who have free, or fixed-price Internet access, Internet telephony software essentially provides free telephone calls anywhere in the world. To date, however, Internet telephony does not offer the same quality of telephone service as direct telephone connections. [6]

They may call it "Voice over IP," "VoIP, pronounced "voip as in void" Internet telephony," or "computer telephony," but we think of it as "that way to make phone calls over the Internet for a lot less money." [7]

VoIP has been around for many years promising unlimited free calls to anyone anywhere over the Internet. All you needed to do was download the free software, click and talk. It was neat and it worked. Unfortunately, the voice quality was poor and the novelty quickly wore off - it was the time for the cell phone explosion.

Time changes everything and over the past few years, the big name VoIP service providers like Vonage and Skype have been offering companies a lot more than free phone service. We will talk about those services that could be advantageous to law firms in next month's column.

CompUSA is converting all of their stores nationwide to VoIP. "When one of the largest electronics retailer[s] chooses to go VoIP, you know the switch is on." [8] As many as one in ten business calls are now being made over the Internet. [9]

> Analysts expect significant growth in the sector for the next five years, especially now that Cox Communications and Comcast are committing more of their budgets to building up their VoIP services. [10]

To me, one of the strongest indicators that VoIP is a concept whose time has arrived is that the government is already considering ways to both regulate and tax the industry. But "while telephone calling using VoIP has attracted considerable attention in the business community and among policymakers, 27% of Internet users in the United States - or 17% of all Americans - have heard of the service." [11]

InfoWorld has a very good article at <http://www.infoworld.com/article/04/06/04/23FEvoip_1.html> entitled "VOIP: The Promise and the Pain" which discusses the implementation ramifications of switching to a VoIP network. The article's conclusion: "Most agree that a major transition to VoIP from POTS (Plain Old Telephone Service), in the enterprise is inevitable, but in most companies it will probably be a gradual process... Ultimately, every enterprise will find its own unique path to VoIP". [12]

ADVANCED   E-Mail Newsletters - One Last Thing

There are certain drawbacks to using e-newsletters that I would like to address this month. The biggest problem is that you are constantly fighting for attention in a probably already overcrowded in-box. The worst case scenario is that your newsletter will be perceived as spam!

Fortunately there are a few steps that you can take that will minimize this possibility.

- First, include instructions on how to "unsubscribe" in every issue of your newsletter. [13]
- Next, be sure that the subject line clearly identifies your newsletter.
- The "From" box should not contain the name of the person who writes your newsletter, but rather something more professional sounding, such as "newsletter@barrister.com"

- Also, put the subscribers' names in the "BCC" box, not the "To" box. The addresses should NEVER be visible to any of the other recipients. [14]

Next, a few hints for avoiding common e-newsletter mistakes.

- Maintain a clear focus for each issue. Remember who your audience is and what you want to say to them!
- Use third-party "canned" content carefully and only when it fits your focus!

Finally, if you don't have good content, are sloppy or can't make deadlines, your e-newsletter will just make you look bad!

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FOOTNOTES

[1] "2004 TechnoLawyer @ Awards: The Legal Profession's Version of the Oscars." <u>TechnoLawyer Bulletin</u>. 24 May 2004. PeerViews Inc. 6 July 2004. <http://www.technolawyer.com/tlb/tlawards2004.htm>.

[2] <u>Discovery Resources</u>. Fios, Inc. 6 July 2004. <http://www.discoveryresources.org/>.

[3&4] Caldwell, Debbie. "New Electronic Discovery Web Portal Now Online." <u>Business Wire</u>. 7 January 2004. Business Wire. <http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news_view&newsId=20040107005059&newsLang=en>

[5] "Following EDDix." <u>Blog 702</u>. 6 July 2004. <http://daubertontheweb.com/blog702.html#108916865431728960>.

[6] "Internet Telephony." <u>Webopedia</u>. 2004. Jupitermedia Corporation. 12 July 2004. <http://www.webopedia.com/TERM/I/Internet_telephony.html>

[7&12] Kennedy, Dennis. "The Strongest Links: Everything You Need to Know About VoIP." <u>Law Practice Today</u>. June 2004. American Bar Association. 14 July 2004. <http://www.abanet.org/lpm/lpt/articles/slc06041.html>.

[8] Na, Christian, "VoIP - Voice Over Internet Protocol: VoIP for Lawyers." <u>Law Practice Today</u>. June 2004. American Bar Association. 14 July 2004. <http://www.abanet.org/lpm/lpt/articles/ftr06041.html>.

[9&10] McCullagh, Declan, "IRS Eyes Net Phone Taxes." <u>CNET News.com</u>. 6 July 2004. CNET Networks, Inc. 14 July 2004 <http://news.com.com/2100-7352_3-5258809.html>.

[11] Price, Gary. "Internet--Voice over IP." <u>The ResourceShelf</u>. 29 June 2004. Blogger.com. 15 July 2004. <http://www.resourceshelf.com/2004/06/just-released-american-lawyer-100.html>

[13] Lawson, Jerry, Brenda Howard and Dennis Kennedy. "E-Mail Newsletters, Part II: How Can E-Mail Newsletters Help Market Law Firms." <u>The Internet Roundtable #32</u>. 16 Sept 2002. LLRX.com. 19 July 2004 <http://www.llrx.com/extras/ir32.htm>.

[14] Lawson, Jerry, Brenda Howard and Dennis Kennedy. "E-Mail Newsletters, Part I: How Can E-Mail Newsletters Help Market Law Firms." <u>The Internet Roundtable #31</u>. 1 August 2002. LLRX.com. 19 July 2004 <http://www.llrx.com/extras/ir31.htm>